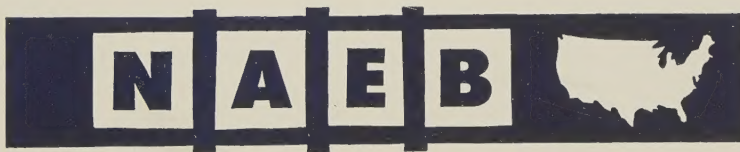
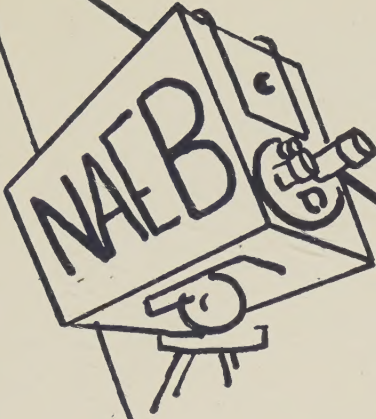



NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

News Letter



JULY 1956



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FORD FOUNDATION GRANTS \$94,000 TO NAEB

A grant in the amount of \$94,000 has been made to the National Association of Educational Broadcasters by the Ford Foundation. The grant is for 1956-57 and is to aid the Association in carrying out its professional program.

NAEB is a professional association that has a record of more than 30 years of service to educational broadcasting. Its membership consists of both educational television and radio stations, of educational television and radio production centers, and of other institutions and individuals interested in the use of the media for education.

NAEB supplied the initiative in the organizing and in the raising of funds for the ad hoc JCET, which later led to the present organization, the Joint Council on Educational Television.

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The Association is working cooperatively with the Educational Television and Radio Center, and with the Joint Council on Educational Television. It is interested primarily in the good that radio and television can do for education, rather than in furthering its own interests as such.

Securing of the grant will enable NAEB to carry out its program in providing engineering consulting service for educational television stations, for a similar service to management, to conduct two educational television seminars for upgrading of programs and personnel, and to continue its placement service for those individuals and institutions in need of such services.

Additionally, the Association will be able to continue its program of scholarships for study in advanced television, will be able to provide consultant services in most all areas to the stations now on the air, and will have funds to assist some institutions in providing professional talent for specialized television workshops throughout the country.

HULL NAMED RADIO-TV DIRECTOR AT OHIO STATE

Richard B. Hull, Director of Radio-Television at Iowa State College, has been appointed Director of Radio and Television Broadcasting at Ohio State University.

Hull, now on leave from Iowa for a one-year special study sponsored by the Fund for the Advancement of Education, will assume his new position at Ohio State on November 1, 1956.

James H. Hilton, President of Iowa State College, in announcing Hull's resignation said: "We deeply regret the loss of Mr. Hull from our staff. He rendered outstanding service, not only to the institution, but throughout the country in pioneering in the field of educational television."

In connection with Hull's appointment, notice was also given that Robert C. Higgy, who has been serving as Acting Director of the university's radio and television facilities, would become Associate Director for engineering and transmission.

LOW POWER TV

Low power TV may be one solution to the financial problems facing the numerous educational institutions and community ETV organizations planning ETV installations. Now permitted by FCC rules, several commercial low power TV stations are on the air and others are under construction. The first low power ETV application was recently filed by Miami University, Oxford, Ohio for UHF channel 14.

According to C. M. Braum, Engineering Consultant for the JCET, "All of the equipment can be obtained for about \$50,000....including the transmitter, antenna (without supporting tower), two studio cameras of the vidicon type, film camera, two 16 mm film projectors, automatic slide projector, synchronizing generator, audio and lighting equipment, and miscellaneous switching and accessory apparatus." Image orthicon cameras can be substituted for the vidicon cameras for approximately \$25,000 additional, and existing closed circuit installations can be "put on the air" for probably \$15,000 - \$20,000.

Just as 10 watt FM stations have been the solution to the need for low cost radio facilities for educational uses, low power TV promises to make possible low-cost ETV stations. Administrators who have wanted to "get into" educational television but have been restricted by lack of funds should investigate the possibilities of low power TV, and make every effort to activate the educational channel assigned to their areas. As Braum states, "Since the FCC does not require noncommercial educational stations, either FM or TV, to operate a minimum number of hours per week, it is possible to begin with a very limited program schedule. If necessary to cut costs to an absolute minimum, operation can start with only films and slides; studio cameras can be added later....."

The NAEB, together with the JCET and the ETRC, will assist in every way any institutions or organizations desiring to get a low power TV station into operation.

WTTW, Chicago, has prepared a program production manual, for use by those presenting programs on WTTW, explaining the techniques of TV production very simply. Copies may be had, for 50¢ each, by writing to WTTW, Chicago Educational TV Association, 1761 E. Museum Drive, Chicago 37, Illinois.

JCET PRESENTS RECOMMENDATIONS TO SENATE

In a recent letter to Senator Warren G. Magnuson, Chairman of the Senate Interstate and Foreign Commerce Committee, Albert N. Jorgensen, head of the Joint Council on Educational Television outlined the Council's recommendations to alleviate some of the most urgent problems faced by the FCC in its effort to provide adequate ultra high and very high frequency allocations to the nation.

The following three basic suggestions were offered:

- (1) "The manufacture of all-channel receivers must increase sharply, and substantially all receivers offered for purchase must be capable of all-channel reception;
- (2) "The competitive position of UHF must be bolstered by the creation and preservation of substantial geographical areas in which UHF is the sole or predominant television service; and
- (3) "The technical problems of UHF transmission and reception must be promptly and vigorously attacked, and the frontiers of the art pushed forward so that UHF will be as familiar as VHF to television engineers and servicemen."

DONNER REPRESENTS NAEB AT UNESCO RADIO CONFERENCE

Last month, Dr. Stanley Donner, Director of Radio-TV at Stanford University and NAEB-sponsored Fulbright Scholar to France, represented the NAEB at a Paris conference of radio producers convened by UNESCO. Donner presented a paper outlining the development of commercial and noncommercial cultural broadcasting in the United States and Canada.

Cultural broadcasting throughout the world was the general theme of the conference, and the following statement was issued at the close of the meeting:

"In the opinion of this Meeting:

- "1. There is an ever-increasing demand among peoples throughout the world, for more and wider knowledge, which can be met most effectively at the moment through the medium of sound radio.

This coincides with the fact that broadcasting has now reached a point at which it is as well to assess its future influence in the light of the widespread development of television. Sound radio can best continue to play a significant role in society through increasing broadcasts of the highest intellectual and artistic quality;

"2. Each country has tried to meet this demand for cultural broadcasts according to its social structure and its traditions. The significance of this conference has been reports of efforts made to this end, in the various countries represented at the Meeting;

"3. While there is already considerable international exchange of programmes, notably in some areas of the world, an increase - particularly in programmes of a cultural nature - is highly desirable. Each country should make its best programmes freely available to all other countries wishing to use them;

"4. In view of the urgent necessity to make the leaders in all cultural fields aware of the potentialities of the radio medium, closer cooperation between them and broadcasting organizations should be developed. This becomes especially important both in the field of human studies and by reason of the increasing emphasis throughout the world on scientific and technological education;

"5. Unesco should survey the field of cultural broadcasting in various countries and could to advantage prepare an index of cultural programmes in each of the Member States to be made available to all. Furthermore, Unesco might at an appropriate time convene an international meeting of those responsible for cultural broadcasting for the purpose of working out practical means of programme collaboration and exchange."

FM OPERATORS PROTEST PROPOSED DELETION

Leonard Marks, general counsel to FM operators, appeared recently before a Senate Commerce Subcommittee to protest a proposal that six megacycles of the FM band be deleted to provide a new TV channel. Marks told the subcommittee, which is conducting an inquiry into the entire field of TV broadcasting, that the proposal came from Benedict Gimbel, Jr., of radio station WIP, Philadelphia. The deletion would permit the creation of TV channel 6-A.

Marks said that some of the results of accepting such a proposal would be: Some FM stations would have to be deleted or given inferior frequencies; the public would be deprived of some FM service where a station is deleted; and all affected FM stations would have to change frequencies and make the necessary equipment modification.

FCC ACTIONS

The Federal Communications Commission announced the 41st and 42nd educational television grants during the past month. The two recipients were the Milwaukee Board of Vocational and Adult Education (channel 10) and the Twin City Area Educational TV Association, St. Paul (channel 2). The Commission also issued a CP to Southern Illinois University, Carbondale, for 22.4 kw educational FM station, slated to begin operation in the fall.

Miami University, Oxford, Ohio, filed an application for a low power educational TV station on channel 14, and School District 11, County of El Paso, Colorado applied for an educational FM station to be operated on channel 213.

In another action, the FCC announced proposals for changing channel assignments in various communities in order to end the VHF-UHF channel mixture or to make them predominantly either UHF or VHF cities. Among the proposals announced was one to make Madison, Wisconsin commercially all-UHF by substituting channel 3 for channel 21 as the educational assignment.

ETRC PLANS NEW BUILDING

Plans for the construction of new headquarters for the Educational Television and Radio Center in Ann Arbor, Michigan have been announced by Dr. H. K. Newburn, President of the Center. Total cost of the new building is estimated at \$200,000.

The Center, which provides a national program service for the nation's educational television stations and serves as development center for ETV, has maintained headquarters in a rented

building in Ann Arbor for the past three years. Recently, part of the Center staff was forced to move to a second building because of increasing staff and activities.

The target date for occupancy in the new two-story building is set for October 1.

SENIOR CITIZENS AND TV

The Problem

Recently a New York Doctor criticized television, radio, the movies and comic books for putting a premium on youth, brute strength and brawn, instead of helping teach what he termed "the philosophy of being aged."

He told reporters children have become educated to the idea that "if someone can't shoot, or wrestle or ride a horse, he's no good." And elderly people "seeing they can't do these things think erroneously that they are no good either."

One Solution

The role of Golden Age clubs, The Homecrafters' Shop, and similar agencies in helping older persons to live a happy, useful, and productive life was recently the subject of the It's Worth Knowing program, broadcast over WEWS by the Cleveland Public Schools. Movies were shown of the Golden Age Center activities, and articles handled by The Homecrafters' Shop were displayed.

Several television stations are being advised by the Television Code Review Board of the National Association of Radio and Television Broadcasters that their Code memberships are in jeopardy because of certain operating policies inconsistent with the industry's self-regulatory document, Code Board Chairman G. Richard Shafto, WIS-TV, Columbia, South Carolina, announced recently. The action was the result of an intensive study of monitoring and other reports during a three-day meeting.

THE CHILD BEYOND

And a woman who held a babe against her
 bosom said, Speak to us of Children.
 And he said:
 Your children are not your children.
 They are the sons and daughters of Life's
 longing for itself.
 They come through you but not from you
 And though they are with you yet they be-
 long not to you.
 You may give them your love but not your
 thoughts.
 For they have their own thoughts.
 You may house their bodies but not their
 souls,
 For their souls dwell in the house of tomor-
 row, which you cannot visit, not even in your
 dreams.
 You may strive to be like them, but seek not
 to make them like you.
 For life goes not backward nor tarries with
 yesterday.
 You are the bows from which your children
 as living arrows are sent forth.
 The archer sees the mark upon the path of
 the infinite, and He bends you with His might
 that His arrows may go swift and far.
 Let your bending in the archer's hand be for
 gladness;
 For even as he loves the arrow that flies, so
 He loves also the bow that is stable.

THE PROPHET,
 Kahlil Gibran

A child is an entity, sometimes difficult to understand, to love,
 to teach. THE CHILD BEYOND, University of Texas prize-winning series,
 meets the problems of the exceptional child--his areas of difficulty
 and the avenues of adjustment open to him. The programs have been
 well received by listeners. There has been a long felt need for
 a series of educational programs concerning work being done in this
 field. Filling this need, THE CHILD BEYOND was handled with excel-
 lence and showed fine quality. Taken from correspondence pertinent
 to the radio series, here are some excerpts of listener's reactions:

"We, the members of the Livingston County Chapter of the MARC voted unanimously at our last meeting to thank you for the fine program on the Exceptional Child, currently on your station....entitled THE CHILD BEYOND.

"We are so often discouraged by the lack of public understanding of our children and we feel a program of this kind can go far in re-educating people and helping them to gain a more sympathetic and kinder regard for these handicapped people."

"Your program.....was of great interest and beautifully presented. Dr. Wolfe's remarks pertaining to parent education in order to recognize and properly channel the child's abilities were of particular interest..."

"A few days ago I heard a fine program on radio entitled THE CHILD BEYOND. It concerned precocious children with high I.Q. I wish I could get a copy of the wonderful talk I heard about this important question and the school in New York for parents of unusually gifted children."

"May I say the shows are very well planned, produced, written, and have excellent quality. In addition, they are very interesting."

"I have just heard the first of your THE CHILD BEYOND series, and consider it an excellent educational service."

"I am very interested in the work you have done. I am in charge of all of the psychology courses for the exceptional child here at Northern (Illinois State College). Because of this, I am interested in obtaining whatever scripts you may have available regarding this series of programs."

"I find it difficult to describe the reaction and feeling due to your series, THE CHILD BEYOND. This series is most needed in these times, and has proved valuable to many individuals. Several members of our faculty are interested in the shows, and I have been asked to loan individual tapes to faculty groups for discussion. We at KSDS salute you on a well chosen, well written, and well produced series."

"We are gathering information concerning Special Education for the mentally and physically handicapped child. Therefore, we are very interested in your prospective radio documentary, THE CHILD BEYOND. If copies of the script used in the programs are available, we would like to have them."

"I heard your program on 'Child Out of Step.' I have a son who.....I would like to know if you know of any course of treatment that is organized for this kind of handicap."

"We were especially impressed with the professional conversation between the psychologist and the mother - it was extremely well handled by both.....It is a difficult problem trying to convey all of the desired information in a radio series but we would again like to commend you on your efforts and results....."

"I have been listening each Sunday morning, with extreme interest, to the discussions on 'The Exceptional Child.' I know a nice young couple who have a baby 16 months old who.....I want this baby to have a chance. I have faith that this baby has possibilities.is there any way that I could obtain copies of these discussions, so that I might get them for this discouraged young couple?"

"KOAC, the State Station, Corvallis, Oregon, congratulates you on your excellence award for THE CHILD BEYOND. Since learning of the award, we have concentrated our promotion on this program."

The ABC Radio Network recently sponsored a nationwide pulse survey to determine the audience characteristics of listeners to Edward P. Morgan and John W. Vandercook. The composite rating obtained was 3.1 for Morgan and 2.6 for Vandercook. These ratings, obtained in May, are probably representative of a year-round average according to ABC, and indicate a national average of about 1,221,000 homes per broadcast for Morgan and 835,000 homes for Vandercook.

The survey indicated that approximately 65% of these audiences are people over 35 years old, 5% are teenagers, and 30% are people between 18 and 35. Between 55% and 60% of the audiences are men--58.7% for Morgan and 56.7% for Vandercook.

Don't forget the 1956 Convention in Atlanta, Georgia.

HEADQUARTERS NEWS

NEW ADDITIONS TO THE NAEB STAFF

Last month we reported sadly that several members of our staff had resigned, for one reason or another. This month we are happy to report that we have added five new employees and do not have a vacancy. The five new members of the "family" we're happy to welcome are:

Mrs. Martha Kappmeyer. Marty, our new Network Traffic Manager, graduated from the University of Illinois School of Journalism and Communications this June with highest honors. Danville, Illinois is her home town, and her husband is a graduate student in Ceramic Engineering here at the University.

Mrs. Mary Vazquez. When Jan Strandjord and Connie Berg left, duties were realigned, and primary responsibility for the Newsletter was combined with Placement Service responsibilities, and deleted from the duties of the Traffic Manager. (To compensate, normal Placement typing and clerical duties will be handled by our stenographic "pool.") At any rate, Mary has taken over this new combination of duties. Her most recent position was with "Our Wonderful World," the new encyclopedic anthology for children which you may have heard about. Mary hails from Tenafly, N. J., and her husband is doing graduate work in painting at the University.

Mrs. Joyce MacFarlane. Joyce is one of the two new additions to our secretarial staff, and her most recent position was with the Housing Division here at the University. Dubuque, Iowa is Joyce's hometown, and her husband is also a student - in architecture.

Miss Donna Campbell. Donna is the other new member of our secretarial staff, and her home town is Streator, Illinois. Donna just graduated this spring from the Illinois Commercial College in Champaign, Illinois.

Mr. Jess Trump. We have been talking for some time about adding an engineer to our staff to make sure that all our equipment is in top shape, thus improving the quality of the Network programs you receive. Jess, an electronics technician, with a broadcast license, is that man. Jess is married and formerly worked keeping private radio systems (cab, etc.) in running order.

We welcome all of these new staff members, and hope they'll find their work with the NAEB pleasant and that they will be with us for a long time. We hope all our members will come to know them, too.

AND FAREWELL TO ANOTHER STAFF MEMBER

Mrs. Winifred Coatney, our "chief" Secretary for the past two years, and the one who has kept the office running efficiently and smoothly, resigned June 30. This means a complete turn-over in the secretarial staff within a two-week period, so if you experience some delay in receiving answers to your letters or don't get quite as prompt service as formerly, please bear with us -- we hope that the "Headquarters mill" will soon be running smoothly again. Our best wishes go with Wini, and our thanks for relieving us of many headaches in the past two years.

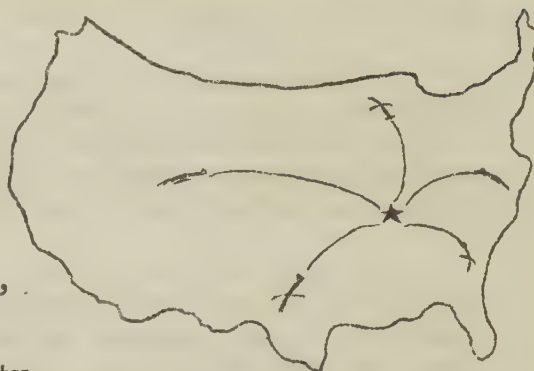
FIVE NAEB MEETINGS HELD

As reported elsewhere in this issue, and in the June issue, the NAEB has held four Regional meetings and an Audio Engineering Seminar in the last two months. Regional meetings were held at Sagamore Lake, N. Y. (Region I), Minneapolis (Region IV), Denver (Region V) and San Francisco (Region VI). The Engineering Seminar was held at Allerton Park, the University of Illinois Conference Center at Monticello, Illinois. All of these meetings were made possible by our regular operating grant from the W. K. Kellogg Foundation.

THE EXECUTIVE DIRECTOR REPORTS

Since last month's report I have attended only two out-of-town meetings which I should like briefly to report on.

The first was the meeting of the Adult Education Association (AEA) Field Development Committee in Chicago, May 25. The discussions and decisions reached there do not need reporting here. However, in view of the community of interests of this group with ours I believe it deserves consideration on the part of NAEB members of the possible values which may accrue from membership in the AEA. You may be receiving membership description material from this professional organization at some time during the summer. You will recall that we are a full member of the AEA's CNO (Council of National Organizations) which serves as a meeting-place for the comparing of notes and planning of possible common projects for national organizations engaged in adult education.



The second trip was to Daytona Beach for the Southern States TV Work Conference June 4-8. This was the first time we have been represented at this conference, in which ETV is only one of several sections, others being Rural Education, Principles and Policies, Finance, School Boards, the Kellogg Project (in Georgia), etc.

These are real work sessions and much useful exchange of ideas takes place in these intensive "think-sessions." Particularly active members and participants, providing much of the leadership in the TV group, are Bob Anderson, Ken Christiansen, Graydon Ausmus, Raymond Hurlbert, Ed Wegener, Vernon Bronson, Haskell Boyter and other names well-known to NAEB readers and members.

An interesting development was a talk by Mr. Thad Holt, Consultant to the Voice of America, in which steps were suggested for ways of increasing the interchange of ideas and personnel in the international area. A specific proposal was made whereby the VOA could provide a consultant to educational production agencies and stations for the production of foreign language programs for the Voice. A resolution endorsing this was passed by the TV group, and you may be hearing more about this if and as it materializes.

The South is alive and moving in both education generally and television in particular. Unless other areas of the country start regional movements similar to that of the Southern States, they may well "look to their laurels"

The family went with me on this trip, the first time we've been able to do this. I regret that the many invitations to stop at Gainesville, Tallahassee, Auburn, and Birmingham could not be accepted because of the problem of what to do with children while discussing NAEB business, facilities, etc. Some time soon, we hope

Two other meetings, one at Urbana and the other at Allerton, were the Radio Network School Committee meeting and the Radio Engineering Seminar. I participated in as many of the meetings of each as time would permit in the last days before leaving for Daytona. Both were excellent sessions, about which you will be reading fuller reports later. We are most fortunate to have the support of the W. K. Kellogg Foundation to provide funds for all these meetings as well as the four regional meetings held during the fiscal year (Regions I, IV, V, VI).

I have already reported on the Region I meeting. President Schooley's President's page to actives and associates has reported on Region V and VI meetings. I therefore shall now restrict myself to a report on the Region IV meeting, held at the University of Minnesota June 21 and 22.

This conference was capably handled by Regional Director Burton Paulu. In attendance were some 30 individuals from virtually all member stations in the Region. It was held in the air-conditioned library of the University Center for Continuation Study. It began with a half day report by yours truly, describing the scale of activity of the NAEB, reviewing the ways in which the NAEB is providing national leadership in educational broadcasting and pointing out how it can help individual members with their problems.

One of the highlights of the meeting was H. B. McCarty's talk: "Radio Is Here To Stay." In this talk, "Mac" reviewed the State Radio Council and University budgets, with illustrations of reasons why a high radio budget is being insisted upon. He mentioned the formation of spontaneous listener groups which were originated, to insure that radio service will not be reduced in any way in the face of television. These are only a few of the fine and wise remarks made to the NAEB by Mr. McCarty.

George Hall, Director of Development at the Educational Television and Radio Center in Ann Arbor also presented a fine review of "National Television Developments In Education." This was followed by a showing of films from the Center, from KUOM, and from other sources, which were

a source of pride to all of us as evidence of the high level of content and production which is coming more and more to characterize ETV as well as educational radio. Both of the above sessions were followed by discussions and bull sessions, most of which, as is characteristic of the NAEB, ran far into the night.

Space does not allow a long review of developments and discussions taken at this regional meeting. However, it is significant that Region IV was also satisfied with the present regional divisions of the NAEB...an action supporting recommendations of Regions V and VI as well.

One other question addressed to the executive director was procedures for nomination of regional directors who now are to be nominated by members of their region, rather than by the convention as a whole. I explained that approximately six weeks in advance of the convention, ballots will be sent from headquarters to all members for nomination of their own regional director. Results will be announced, but the election of these directors will not be finalized until after the convention, since some of these nominees might, at the convention's business meeting, be elected for one of the national offices. As soon as we know who the National Officers are, final balloting, again handled from headquarters, will take place and results will be announced. I thought this might be of general enough interest to justify mention here.

One other item briefly: Considerable discussion took place on the possibility of low power television. Many institutions who have closed circuit installations can move into low power television at relatively little cost. Rather than going into this subject further at this point, if it is in any way remotely possible to activate the interest in your area, please let us or the Joint Council on Educational Television know. Remember that it was low power FM which really got educational stations on the air and insured the use by education of educational frequencies.

Upcoming trips for the rest of the Summer Season as this is written, include only the ACPRA (American College Public Relations Association) annual convention at the Greenbrier, White Sulphur Springs, West Virginia, July 8-10; a Harvard ETV conference, July 16-18, which Schooley now appears able to attend, in which case we shall count on his representing the NAEB; a Canada-U.S. conference on "Communications" at the University of Rochester, August 29 and 30; and (either Schooley, Hill or Skornia) a meeting of the Audio-Visual Joint Commission on Public Information at the Jefferson Inn, Charlottesville, Virginia, September 6-7.

We shall hold our fall schedule for a later date.

As this is written, several new staff members are settling into the positions left vacant by the numerous departures mentioned in the last Newsletter. The one most directly effecting the Newsletter itself is Mrs. Mary Martha Vazquez, who is taking over for Jan Strandjord as editor. This first issue, however, will be essentially a joint effort, with Harold Hill guiding her first month's efforts. If this issue is a little late, or otherwise slightly altered, you'll know why. We expect fine things from Mary and the other fine new people you will find listed elsewhere in this issue.

As this is written also, a special editorial publications study committee is at work studying the NAEB'S overall publications program. Their recommendations, based on the recent Newsletter study by the Research Committee, under Bob Coleman's direction, and other considerations, will be reported when available. The first half of the results of the Research Committee study appeared in the last issue; the second part reaches you with this issue. In this important area of publications we now hope to begin to bring the level of the NAEB up to the standard being reached in our many other areas of service and activity.

Other activities of recent weeks: the finalizing of grant requests and reports, for grants-in-aid, special grants, and in the Foundation relations area, are partly reported elsewhere in this issue. Other reports will come later, following approval and completing of all details.

All in all, it's still a busy summer. We hope yours will be pleasant, and welcome news and suggestions from you at any time.

NETWORK NEWS

Since the last writing of NETWORK NEWS, the main event here has been the meeting of the Radio Network School Committee on May 31-June 1. These two days were well spent, as definite decisions were made on some matters very important to Network operations.

In essence, the Committee abandoned most of the old procedures regarding the handling of in-school submissions, offerings and tape distribution by substituting new methods which the Committee feels will assist all stations taking school series and the Network staff.

Here is the new distribution method inaugurated by the Committee. The dates will be the same every year except when connected with tape shipments. Our tapes are shipped every Wednesday, so the tape shipment will be on the Wednesday nearest the given date.

April 1 - Deadline for submission of series for possible distribution during that year. While the Committee welcomes submissions at any time, it felt that April 1 of each year would close submissions for that year's offering and give the Committee time to make its decision on that offering. Thus, this year's offering has been decided, but submissions for next year's offering will be accepted between now and April 1, 1957.

June 1 - Deadline for the final selection of a complete offering by the Committee. Previously, the offering had been chosen primarily by the Acceptance Subcommittee, but henceforward this task will be the responsibility of the Committee as a whole. It is hoped that between April 1 and June 1 of each year the Committee may meet to decide upon the offering instead of voting by mail.

September 1 - Deadline for the offering, audition tapes and manuals to be delivered to the stations expressing an interest in in-school programs.

November 15 - Beginning of distribution. For each series ordered, the station will receive two programs a week (one tape) until all programs are distributed.

March 15 (of the following year) - Depending upon the length of certain series, the completion of distribution should be accomplished by this time.

The plan outlined above will go into effect immediately. Thus, on or before September 1, 1956 you will receive another in-school offering. Now, there may be some confusion this fall when some of you will be receiving in-school tapes from two different offerings. To those who fall in this category we urge patience and good bookkeeping, but after this fall there should be no more confusion.

Let me stress the fact that the offering to be made this September 1 is the 1957 offering: that is, the programs offered then are for broadcast beginning with the fall, 1957 school term, although you may hold them as long as you wish. Thus, you will have all the tapes in plenty of time to have them reviewed (if necessary) and to write your manual.

Anyone having any questions or comments on these new procedures should write the Network Manager who will try to help all he can.

This month will mark the appearance of a new offering, this one to cover the 4th quarter of 1956. We hope you will like this offering, as we have many interesting series in it. In addition, we are offering something extra which should appeal to all of you. Complete details will accompany the offering.

To date, we have had many letters but few tapes regarding our OPERATION PANORAMA announcement of some time ago. We would like to receive more tapes for shipment to the Voice of America, so we urge you to send them along to us.

---Bob Underwood

IT ALL DEPENDS UPON YOUR VIEWPOINT

"The 8th of May was celebrated in all Russia as 'Radio Day' in observance of the 61st anniversary of the day when, according to the Soviet version, Alexander Popov transmitted the (world's) first radio-telegraph signal."

(Translated from RAI's "Rassegna Settimanale della Stampa Radio e TV Estera")

"YAKITY YAK"

The Independent Television Authority, Britain's commercial TV service, has begun a new program series entitled "Yakity Yak." The talent and format of the program consists of 12 beautiful young ladies, generally models or actresses, who answer questions on various subjects.

(RAI's "Rassegna Settimanale della Stampa Radio e TV Estera")

NAEB NEWSLETTER STUDY--PART 2

BY

NAEB RESEARCH COMMITTEE; ROBERT COLEMAN, CHAIRMAN

(The NAEB Research Committee has just completed a survey to determine what readers think of the Newsletter as now published. Part I of the report of this survey, covering reader reaction to the various departments and features of the Newsletter, appeared in last month's issue.)

The second section of the Newsletter study, conducted by the NAEB Research Committee in cooperation with the Public Relations Policy Committee, concerned possible changes in the format of the publication and was intended to determine the needs and preferences of NAEB members and Newsletter subscribers. The questionnaire stated, "It has been suggested that the NAEB Newsletter should soon be expanded into a magazine format in keeping with the strength and prestige of our organization. It would be helpful to know your preferences should it become possible to change the format."

There is a feeling on the part of some members that NAEB should be concerned with more of the professional aspects of educational broadcasting. If so the Newsletter, they say, is too chatty, too informal and too much about ourselves in comparison with professional magazines representing other fields. Some have felt that the NAEB publication should represent the entire field of educational broadcasting and so be expanded into magazine format. The study was planned to learn whether these premises were valid.

The questionnaires were mailed to NAEB members and Newsletter subscribers. It was not sent to the complimentary list or to the press lists. Approximately 120 replies were received and comments and suggestions were noted on almost every return.

1. Do you favor the present title NAEB Newsletter?

Favor 59 Do not favor 16 No opinion 24

Suggestions: Something broader than News and Letter....your NAEBer.....EDUCASTER.....Spell NAEB out on cover to explain what NAEB means.....EDUCATIONAL BROADCASTING NEWS.....NAEBer..... EDUCATIONAL BROADCASTER.....THE COMMUNICATOR.....NAEB TELE-CASTER.....EDUCATIONAL BROADCASTING.....JOURNAL OF EDUCATIONAL BROADCASTING.....EDUCASTING.....NAEB NEWS.....Present title too limiting.....Avoid use of "letter".....NAEB MONTHLY.....NAEB DIGEST.....NATIONAL EDUCASTER.....NAEB JOURNAL.....Keep it a house organ.....Have a contest for a catchy title.

2. Do you favor the cover in its present style?

a)

Favor	51	Change	13	No opinion	37
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Suggestions: Use better artwork.....Use a photo cover changed every month.....Use magazine "wrap around" binding.....Needs varied art work or pictures.....Redo present cover, very amateurish art work.....Color front cover.....Dress up format.....Should be more attractive.....Could be improved.....Looks ordinary, maybe it is.....Jazz it up.....Think could find more pleasing and unified design.....Use cover photo.

2. Add table of contents? (on cover) *

b)

Favor	84	Do not favor	8	No opinion	16
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Suggestions: Put table in small box.....Put on inside cover, not on outside cover.....Yes, if signed articles are included.

3. What size preferred? (present 8½ by 11)

Favor	80	Do not favor	5	No opinion	16
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Suggestions: TV Guide size for easy reference.....Prefer smaller digest size.....Prefer 6 x 9.....Present size easy to file.....6½ x 9¼.....Smaller if magazine form.....Punch edge for loose leaf binder.

4. What typography?

Mimeographed	18	Offset	46	Letter press	26	No opinion	4
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Suggestions: Whichever can be done with a sensible minimum of time and money.....Get the best printing job for the money you have available.....What can we afford?

5. Shall the magazine carry advertising?

Yes	71	No	24	No opinion	14
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Suggestions: This will need an expert staff and hard work.....No, keep it a personal publication.....If it solves the problems it creates.....Only if high level.....Will make more professional looking.....Newsletter should pay its way.....If confined to area material.....No, let's stay noncommercial.

* This question was ambiguous because the words "on cover" were not on the questionnaire when sent out.

6. Shall it include pictures?

Yes 84 No 14 No opinion 8

Suggestions: Expensive.....When they will enhance, not to fill space.....Providing they are clear and meaningful..... Blue pencil the corny cartoons.....Not just for publicity..... Yes, if story angle, not personalities.

7. Shall we include special feature articles?

Favor 87 No 4 No opinion 12

Suggestions: Like service information rather than articles..... If not a duplication of the Journal of AERT.....If very special.....Only if they provide important information not available elsewhere.

8. Should there be more departmentalization?

Favor 53 No 14 No opinion 32

Suggestions: Within limits.....Separate radio and television.....Keep flexible.....Not needed, but keep departments consistent.....Seems we have enough.....More things kept together.

9. Preferences on writing style:

Is present style too informal? Yes 14 No 67

Should it be more objective? Yes 28 No 22
(2 "Yes" answers referred specifically to research)

Too much about ourselves? Yes 23 No 45 Perhaps 3

GENERAL SUGGESTIONS AND COMMENTS

Make this a living organ.....Include more regional reporting with correspondents within the region.....Include a calander of forthcoming events.....Prefer to have it remain largely a house organ for the present.....Give opportunity for publication of research studies, for people who seek academic advancement. Some of it is worth publishing.....When we gain more prestige we can be more objective.....Include more information about program availability.....Tips of the month.....We should increase library

subscriptions.....Your informal style gives a reader more personal contact.....As you may see, I think it is a pretty good job..... As you can deduce, I am satisfied.....More and more specific program news - not only "what" but "how".....Have an editorial staff assigned to the job exclusively.....A magazine would defeat the purpose.....Go first class or forget it.

I recently sent all my NAEB Newsletters off and had them bound. They certainly make an excellent addition to my library. (Lowell Perry, KACC)

I believe a slick cover and page magazine could be published for 3 to 5¢ per copy if "ads" were solicited. The San Diego Teachers Bulletin costs the association 3½¢ per copy. Advertising pays the rest - about 2800 are printed monthly.

I like the Newsletter the way it is. Its chief charm is that it is a "houseorgan." I shall be very disappointed if we attempt to "face lift it." I am very much for leaving it as it is and not attempting to brighten it up. If its influence "as is" is being felt, maybe that proves we should leave it alone. (Pat Green Swenson, KBPS, Portland)

Calendar of forthcoming events - hate to hear about Schooley, Skornia et al having been in this area AFTER they've gone.

Articles by behavioral science of interest to radio-TV - articles on educational radio and TV - articles on foreign programming by foreigners. (E. G. Sherburne, WGBH)

Most of this needs to be a staff-committee decision. A journal type publication can be a combination - half formal and half "folksy-newsy." Or add a quarterly journal as a supplement to the Newsletter as is. (WUOA)

Would suggest only a general buildup of publication to regular magazine with possible allowance for a friendly gripe page. (University of Hawaii)

I am not so concerned that the publication reflect the "strength and prestige" of group or that it serve the membership. The prestige may well come from the more effective effort of individual members, based on leadership provided by the NAEB. (Augustana College)

Cost must be a major factor in many of the possible changes suggested. Advertising would of course help on the cost side but probably would necessitate the more costly letter press printing. (Rensselaer Polytechnic Institute)

The title Newsletter implies informality and that it will be or tend to be, self centered. (William Huff, Chicago Undergraduate Division, University of Illinois)

I am wondering if the plan for ETRC to take over the function of JCET News will affect the policy of the Newsletter. If possible it would be good to avoid duplication of the contents of this new enterprise. (Fred Rainsberry, CBC)

Being an educational station director, I would prefer more news of offering, failures, successes and availability of in-school listening programs. (However I suppose my position places me in the minority.) (Board of Education, Albuquerque, New Mexico)

Use Radio-TV style of informality. If it is good for these two media it should fit our reading needs too. (Marshall College)

I suggest space for some kind of a showing, pictorially or by graph, of the schedules of ETV stations on the air. Could show other stations, time of day certain programs are scheduled, and enough of the schedules to give the reader an idea of how many hours per day our country is getting ETV. Titles of programs or perhaps subject matter. Certainly all the statistics we can collect on the popularity of ETV programs. (Jennie Waugh Callahan)

I suggest keeping the Newsletter as it is because it is doing the job it is intended for. If the NAEB can afford to get out a magazine for wider distribution, well and good. Let's do it on slick paper, sell ads and do it up brown. But if we do this, please keep sending the Newsletter as it is (low in cost, high in information) for the benefit of the membership. Seems to me we are mixing two separate objectives in this proposal. (Arizona State, Tempe)

Give us a continuous flow of features which we can use to sell ETV to every one, educators, public, etc. Things we can order as reprints for syndication. And current stuff even if a little guessing is done. (E. A. Hungerford)

Essentially retain the present type "letter" but expand the areas of service to the "friend" of educational Radio & TV who may not have access to wide range of publications. (Sydney Stone)

Perhaps more "How we did it" articles from stations. How about sort of a consumers guide on equipment? (University of Utah)

Newsletter is designed for specific purpose now. If you change to a magazine you should retain a newsletter section with the same style as the present Newsletter. But remainder of the periodical would be better if it were more objective. Don't we need, in addition to Hollywood Film Radio & TV Quarterly, an organ for educational broadcasters? (University of Utah)

Let's not go commercial. It is the only publication I examine critically. I believe this is true because it is all meat and no stuffing. (Vernon McKown)

Appointed correspondents, attached to Public Relations Committee who would be responsible for definite areas of coverage - both geographical and subject matter.

Just so writers do not assume every reader understands references made. In short: Be clear to persons who are not 100% "in the know." (Illinois Institute of Technology)

Keep the Newsletter very much as it is but add a quarterly journal. In a quarterly journal the style should be more objective with rather little "newsy-folsky" stuff about NAEB. Invite good articles in the area of educational broadcasting. Include digests, bibliographies of the kind often carried in the Newsletter. Try to make the quarterly a publication of reference value, but keep the Newsletter to carry the news. A little money put into a good journal would yield dividends. Don't let anyone forget that Headquarters would need money and people to do this job. It's time to add a director of publications anyway. (Gale Adkins, University of Texas)

NAEB should put out a Journal similar to the Speech Association of America's Journal or Speech Teacher. One dignified of our profession. (H. Barrett Davis, Lehigh University)

In general I would suggest that the Newsletter not strive to be a popular magazine but rather a digest of important news and facts about radio and TV that we might otherwise miss. We are interested in the NAEB problems too, but we need not get too folksy about it. (San Mateo Junior College)

Articles dealing with quality and evaluation of equipment, supplies, tape recorders, etc., would be valuable. Also articles dealing with studio construction and practice rooms would be helpful. (Klamath Union High School)

Each of us now receives far more material than he can possibly read. Much of it is repetitious. It seems that the Newsletter can best serve us by covering only that material which we don't normally get elsewhere and by being direct and brief. I think it does a fairly decent job on these counts. Just remember that we read other journals. Concentrate on material which is unique. (Sam Becker, University of Iowa)

Let's get a magazine of national stature. The Audio-Visual field has just started a full journal. Let's check their problems and solutions and costs.

As a participant in Educational TV I feel a vital need for greater exchange of information in this field. Objective analysis of everything being done - where - by whom - is urgently needed; and it is hoped that the NAEB Newsletter might be the medium for the increased exchange. (Chalmers Marquis, WTTW)

American Woman in Radio and Television, Inc., laid the groundwork for a comprehensive program to serve the needs of women executives and broadcasters in all phases of the radio-television field at a recent board meeting in Detroit. The meeting was the first executive session of the new board under the newly elected President Edythe Fern Melrose, of WXYZ and WXYZ-TV, Detroit.

Among new innovations to be introduced by AWRT this year will be a special, all-inclusive program designed to contribute to the advancement and recognition of achievements of members in their respective phases of industry work. To be undertaken by the new Projects Committee, the program is expected to get under way in the Fall as a major facet of enhancing the vital role of the woman in radio and television. The national organization now numbers over 1,300 members from coast-to-coast.

NEWS OF MEMBERS

PROGRAMS

Seven stereophonic broadcasts in a six-month period have been completed by WOI-AM-FM-TV at Ames, Iowa. Listener reaction was highly enthusiastic. One favorable comment made by a listener was: "We felt that we heard even more than one would hear in the hall..." Musical groups on the special programs aired between December 4 and June 3 ranged from a 3-piece combo to the 600-voice Iowa State College Festival Chorus, performing Handel's "Messiah."

The Iowa State College stations already have plans underway for regular weekly stereo broadcasts beginning in the fall. Techniques learned by the station staff experimenting during the seven broadcasts will be put to use in the Fall for improved stereophonic broadcasting on a weekly basis.

WOI is interested in hearing from other stations which have presented stereophonic broadcasts, with a possibility of exchanging taped material. Contact Dick Vogl, WOI, Ames, Iowa.

Station WHA (University of Wisconsin) and the Wisconsin State Radio Council initiated something new in educational programming when it covered the state political party conventions by radio. Keynote speeches and other highlights of the sessions were tape recorded and then edited into several hours of informative programming. Said Republican public relations director Everett Melvin, "It is the first time anything like this has been done. It's a real credit to the State Radio Council."

In response to a WGBH-TV (Boston) invitation, 214 viewers telephoned Dr. David D. Rutstein during a recent Thursday night program in "The Facts of Medicine" series to ask a question on the subject of "Overweight."

Secretarial members of the Harvard Medical School's preventive medicine department, of which Dr. Rutstein is chairman, took the calls at Boston's educational station and relayed the questions to him during the telecast.

The Minneapolis Symphony Orchestra is featured in a new series heard on the University of Minnesota Radio Station, KUOM. The programs were specially recorded by KUOM during the regular Friday evening concerts of the orchestra, in order to recreate the atmosphere of the concert hall. The first of these was an all-Sibelius program which earlier was broadcast in Finland as a salute from the city of Minneapolis in commemoration of Sibelius' ninetieth birthday. Since one of the conditions insisted upon by the union is that the recordings not be copied or used on other stations than KUOM, it will be impossible for this series to be offered to other NAEB stations.

WNYC, New York, took metropolitan radio listeners on a globe-circling tour during the "Sixth Annual WNYC Opera Festival" last month. In a novel departure, the unique week-long series, consisting of more than 50 hours of full-length opera productions, presented the world-wide picture of opera today, with various countries represented by foremost composers. All facets of the world-wide picture of opera today were presented by distinguished personalities of the music world, representing diverse countries and organizations. The international theme of the 1956 WNYC Opera Festival marks a further forward step in the Municipal Station's wide-scoped intercultural exchange with various countries abroad, designed to promote better world understanding.

Henry Cabot Lodge, U. S. Ambassador to the United Nations, headed the list of top political figures who appeared in timely interviews on the opening program of a new national educational television series, "Prelude to the Presidency," which began June 7 over Station WQED, Pittsburgh.

The seven program series is being distributed by the Educational Television and Radio Center. This series is a study of timely political topics such as financing and running a campaign, issues developing in the upcoming election, possibility of a split in the Democratic party and what a candidate owes to the party.

GENERAL

The nations 22nd educational TV outlet, WKNO, Memphis, went on the air June 25 for the first time with test signals. WKNO will operate Monday through Friday from 6:00 p.m. until 9:30 p.m. with filmed programs. Live shows will follow "soon."

A \$30,000 gift from three Memphis commercial TV stations was received last month by WKNO. Checks for \$10,000 each from WMCT, WHBQ-TV, and WREC-TV were presented to Julian Bondurant, president of the Memphis Community Educational Television Foundation. The money will be used to defray construction costs for the new station.

The University of Texas will have an educational FM radio station if \$14,000 can be obtained from sources other than funds appropriated by the Legislature or the Available Fund (income from the Permanent Fund).

It was on those terms that the Board of Regents allocated \$4,250 of an \$8,500 Ex-Students' Association unrestricted gift toward the project. An additional \$4,000 is needed for the station's construction, and a minimum of \$10,000 for the first five years' operation.

At its May, 1957, meeting, the Board of Regents will review the allocation and may make other disposition of the funds "if the radio station project does not appear capable of satisfactory realization at that time."

WTTW, Chicago community ETV station, reached a total of \$300,000 in its current fund drive when a donation of \$30,000 was received from Chicago's Catholic school pupils. A final report is not yet available on the fund drive which was launched March 11 to raise funds to underwrite the station's programming through the spring of 1957. Among other sizable group gifts to date was a \$5,000 check from the Chicago Federation of Labor.

The University of Detroit has been presented a large building which will be remodeled into studios, dressings rooms and control rooms. The building was donated by the Elmer J. Smith Foundation and will be in use by about September 1.

Puerto Rico's department of education is constructing a new building to house WIPR radio and WIPR-TV for which the Commonwealth has appropriated \$860,000 for complete construction and installation. Cost of operations will be covered by an annual appropriation of \$310,000. Since WIPR-TV, on channel 6, will cover only two-thirds of the Island territory, application has already been made for another station on channel 7 to rebroadcast programs to other parts of the Island.

PERSONNEL

Graham Hovey, Professor of Journalism at the University of Wisconsin, is leaving the academic field to take a position on the editorial page staff of the Minneapolis Star and Tribune. Hovey is well known to NAEB'ers for his series "Letter from Italy," which he recorded especially for the NAEB Radio Network while he was an NAEB-sponsored Fulbright Scholar in Italy. We wish him well in his new post. Education's loss is Journalism's gain.

Resignation of Miss Angela McDermott, Executive Producer of the Mohawk-Hudson Council on Educational Television, WRGB, has been announced to become effective August 1. Donald E. Shein has been appointed to take over the position. Miss McDermott was named "Woman of the Year in Radio and Television" by McCall's Magazine in 1954, for her work with the Council. Schein came to the Council as Associate Producer last year from Syracuse University where he taught and received a Master's Degree in radio-television. Thomas Dolan, Jr., will succeed Schein as Associate Producer.

Dr. Armand L. Hunter, Director of Television, Michigan State University, and Mr. C. M. Braun, Engineering Consultant of the Joint Council on Educational Television, spent the week of June 18-23 serving as special consultants in the state of Oregon conferring with the ETV committee appointed by Dr. John R. Richards, Chancellor of the Oregon State System of Higher Education. The committee is currently preparing a report for Governor Elmo Smith based upon legislation passed by the 1955 session of the Oregon legislative assembly.

The report of the Oregon ETV study committee will be released by Chancellor Richards later in the year after further detailed study.

Duff Browne, Director of Television at the University of North Carolina, Chapel Hill, has been named Director of TV station WYES (channel 8), Greater New Orleans Educational Television Foundation, effective August 1. The CP for the new station was granted last February, and the station is now under construction and is expected to be on the air by the end of the year.

James A. Fellows became Executive Secretary of the Empire State FM School of the Air July 1, replacing Eugene S. Foster who resigned several months ago. Fellows, who received his Master's degree from

Syracuse University, is being jointly employed as a part-time instructor in the Syracuse Radio-Television Department and as Executive Secretary of the School of the Air.

James E. Lynch, formerly instructor in radio and television at the State University of Iowa, has been named Program Supervisor and Assistant Professor of Radio and Television at Indiana University. Lynch, who holds a Ph.D. degree from the University of Michigan, has been director of the radio division of the department of speech at Michigan, director of the Phoenix (Arizona) Civic Theater, and associated with station WWJ-TV, Detroit.

Seymour N. Siegel, Director of WNYC (New York City), is President of Arts and Audiences, Inc., new non-profit cultural agency formed to stimulate greater appreciation of the arts. The first project by the organization is a series of 13 films, "Music for Young People," which had its preview at the Museum of Modern Art on June 12. Noted violinist Yehudi Menuhin, a Vice-President of Arts and Audiences, was featured in the first film of the new series designed to depict the fundamentals of music through informal lecture-recitals. The series will be available for educational television in the fall.

YOURS FOR THE ASKING

Bill Bender, Script Supervisor, WUOM (Michigan), recently wrote an article, entitled "Scripts Is Where You Find 'Em," for the College Public Relations Quarterly, in which he describes the script procurement procedures followed by WUOM in securing scripts for "Tales of the Valiant" and "They Fought Alone," and the advantages and disadvantages of the methods employed. Feeling that this information would be useful to others having occasion to secure scripts, the NAEB purchased a limited number of reprints of Bender's article, and these may be obtained upon request from Headquarters.

WORKSHOPS AND SCHOLARSHIPS

FAE AWARDS IN THE MASS MEDIA

The Fund for Adult Education, established by The Ford Foundation in 1951, is offering, in response to suggestions from persons in the mass media, approximately twenty study grants to writers, editors, producers and directors in radio, television, the press, magazines and educational films and to faculty members in mass communications.

C. Scott Fletcher, President of the Fund, on June 15 announced the opening of the 1957-1958 Leadership Training Awards Program in the Mass Media, the first of its kind with grants exclusively for creative persons in mass communications. "Our purpose," he said, "is to broaden and better the contribution of the media to liberal adult education. The objective of the awards is to enable a small number of individuals, selected for their work and their promise, to engage in study or training of their own choosing - study and training likely to improve the quality and effectiveness of their output."

Concurrent with these awards in the mass media, the Fund is offering grants also to adult educators, both professionals and volunteers. These two types of grants compose a single program of Leadership Training Awards. It will be possible to apply either for an adult educator's award or for a mass media award until October 31, 1956.

Robert J. Blakely is Director of the Fund's grant programs. Inquiries and requests for Announcements and application forms should be addressed to Ronald Schilen, Executive Secretary, Leadership Training Awards Program (Mass Media), 320 Westchester Avenue, White Plains, New York.

ETV at Florida State University in cooperation with WCTV, Tallahassee, is holding a seminar in Educational Television July 11-August 26, 1956.

"The Seminar is designed to give the teacher a better working knowledge of television and to provide insight into production techniques for those who wish to make use of the medium for public

service purposes. The student will be introduced to studio equipment (Audio and Video), will evaluate and develop program content, will be given an opportunity to gain skill in production techniques. To be eligible for graduate credit a student must hold a professional teacher certificate and have graduate standing."

TEACHING BY TELEVISION

A college course in English composition and literature is being presented over WOI-TV during Iowa State's first summer session. The course aims at clarity and correctness in writing and speaking, and increase of skill in adapting written and spoken English to a specific purpose, skill in reading comprehension, a broadening and deepening of the student's understanding of himself and society, and examination of ideas and points of view met in reading. The course carries three quarter hours of credit.

Superior high school students from nine schools in the San Francisco area will be able to earn advance college credit via television under an experimental program announced by San Francisco State College. Believed to be the first of its kind involving the use of television in an organized college program to stimulate and encourage the gifted student, the project is being launched in conjunction with an experiment in television teaching which will be conducted by San Francisco State this fall. The experiment is financed by a \$125,177 grant from the Fund for Advancement of Education.

Between 150 and 200 students from seven San Francisco and two Alameda city schools will take part in the experiment, according to President J. Paul Leonard of the college. These students were selected by their schools on the basis of high scholarship and interest in the project.

WCET, Cincinnati, plans four college-credit courses beginning in September including Contemporary Affairs and an Art Course. Both program series will carry college undergraduate credits. The station plans will again include viewing outposts in schoolrooms in Greater Cincinnati. The First outpost experiment with "Principles of Psychology" was deemed satisfactory as an initial attempt. It is hoped that many more adults will view the Fall offerings at their nearest school, or in their homes over Channel 48.

High school students receiving incomplete or failing marks will have the opportunity to make up the work over Educational Television Station WOED in a six weeks' term. The subjects identified by an area committee headed by Dr. Charles Manwiller of the Pittsburgh Schools, are ninth and tenth grade English, World History, Algebra, and Biology. A survey has indicated that 13 to 20 per cent of high school students fail those courses each year. Dr. James Snoke, Assistant Superintendent of the Allegheny County Public Schools, states that the adverse psychological impact of failure causes boys and girls to withdraw from school, and in some cases to seek unsocial compensations.

Each of the five subjects will be televised three times a week. Pupils will turn in written lesson assignments to the teacher. August 8, examinations are to be administered in the Schenley High School, Pittsburgh. These examinations are to be based upon the television lesson and the assignments which are made by the teacher.

Kinescopes of the lectures by outstanding civilian educators will be integrated with the most popular courses offered by the United States Armed Forces Institute, the Department of Defense announced recently.

Sponsored by the Department of Defense Office of Armed Forces Information and Education, the adaptation of educational television to supplement USAFI courses is expected to result in more and better instruction to service men and women.

Kinescope films now in preparation include high school courses in Beginning Algebra and Practical English, and college-level courses in General Psychology and Introductory Chemistry. The high school courses are being produced by television station WQED, Pittsburgh, Pennsylvania, and the college courses by Pennsylvania State University. It is expected that additional courses will be filmed by these and other educational institutions having kinescope filming facilities.

A letter measuring 3 feet in length and inscribed with 127 signatures was received recently by Boston's educational television station, WGBH-TV, from the French classes of Framingham (Mass.) High School.

"We have watched your French Through Television series this past season and have profited by this to a great extent," the letter states. "It aided us immensely with our grammar, vocabulary, and pronunciation... Altogether we feel that the program was a wonderful aid to us as French students, and that French should be the language continued for at least one more year on WGBH-TV, Channel 2."

During the past school year, WILL-TV, Urbana, participated in one of the most ambitious closed circuit educational telecasts ever attempted. On four successive Mondays, the station telecast a post graduate dental course to six different states, via closed circuit. The program originated at the University of Illinois College of Dentistry in Chicago and was sent live to Cleveland, Indianapolis, Milwaukee, Minneapolis, and St. Louis as well as to locations in Chicago.

In addition to the six-state program series, WILL-TV also televised six other dentistry courses during the year for a total of 60 hours of closed circuit telecasting for the College of Dentistry. Despite the \$25.00 tuition fee plus a laboratory fee, the courses have been so much in demand that the College's 200 laboratory stations could not accommodate the dentists eager to go to school via educational TV. Result: the decision to telecast one of the seven courses via closed circuit to the six state area.

(ETRC Inside Channels, June, 1956)

Television will enter classrooms in 8 Hagerstown, Maryland schools next fall to do a job of teaching. How well it accomplishes the task will help decide the future role of television in education. The purposes are (1) to find out just how far education can go toward utilizing television, and (2) to meet the increasing threat of the teacher shortage.

Beginning in September, more than 6,000 students in 2 high schools and 6 elementary schools in Hagerstown will receive one hour of instruction a day by closed circuit television. A two-way audio hookup will allow the students to ask questions of the teacher. Classes will be monitored by a part-time employee--not necessarily a teacher--who will handle discipline and the two-way exchange between the class and the televised instructor. The only technical employee needed probably will be a cameraman. At the start, 9th grade science, 10th grade mathematics, 11th grade U.S. history, and 12th grade English will be taught by television in the high schools. Elementary students will get 6th grade science, 5th grade arithmetic, 4th grade social studies, and some instruction in reading and number readiness in the 1st, 2nd and 3rd grades.

If all goes well, the closed circuit will be extended to all 47 schools and 20,000 students in the county within 2 years. The experiment will be financed by The Fund for the Advancement of Education which will donate \$50,000 to \$75,000 for the experiment this year.

(Associated Press)

Active and Associate members received with this Newsletter a reprint from Educational Television News titled "Army Tests Prove Television Is an Excellent Teaching Tool." This reprint was provided by Radio Corporation of America (Broadcast and TV Equipment Division), with whom we exchange materials frequently. They publish a monthly "RCA Educational TV News," in which they often quote from this Newsletter. Those desiring to be placed on the mailing list to receive the "RCA Educational TV News" should write to the Educational Administrator, Building 15-6, RCA, Camden, New Jersey.

RESEARCH

ETRC CONDUCTS STUDY

Educational television stations are proving that people want to learn even if they have to spend their spare TV time to do it. Over 3,000 persons enrolled in 22 telecourses aired during a period of one week on 19 of the educational TV stations according to statistics released by the Educational Television and Radio Center. Even more significant for adult education, 1,000 more persons were acknowledged as home study viewers, auditing courses but not actually enrolling. Enrollment alone in educational telecourses would be equivalent to the total enrollment of a fair-sized university.

However, telecourses were only a small, though well balanced part of ETV programming during the period surveyed. The stations telecast a total of 468 program hours, including 349 hours of programming directed at adult and family audiences. Sixty per cent of total telecast time was devoted to live programs. Kinescope recordings accounted for twenty-one per cent of program time. Film represented 19 per cent of the time on the air.

Educational Television is finding a ready audience for programs designed to teach everything from "readin', 'ritin' and 'rithmetic" to the elements of musical composition and the philosophy of Plato.

Also at the Educational Television and Radio Center, a group of nationally known specialists in education for children and youth will meet this month with officials of the Center to review Center programming for children and suggest new ways of presenting good programs for young people. The group will be Dr. W. A. E. Martin, child development publications, Purdue University; Miss Hazel Prehm, director, elementary education, Great Neck (New York) Public Schools; Dr. Paul Kambly, education professor, University of Iowa; and Miss Mildred Batchelder, executive secretary, division of libraries for children and young people, American Library Association.

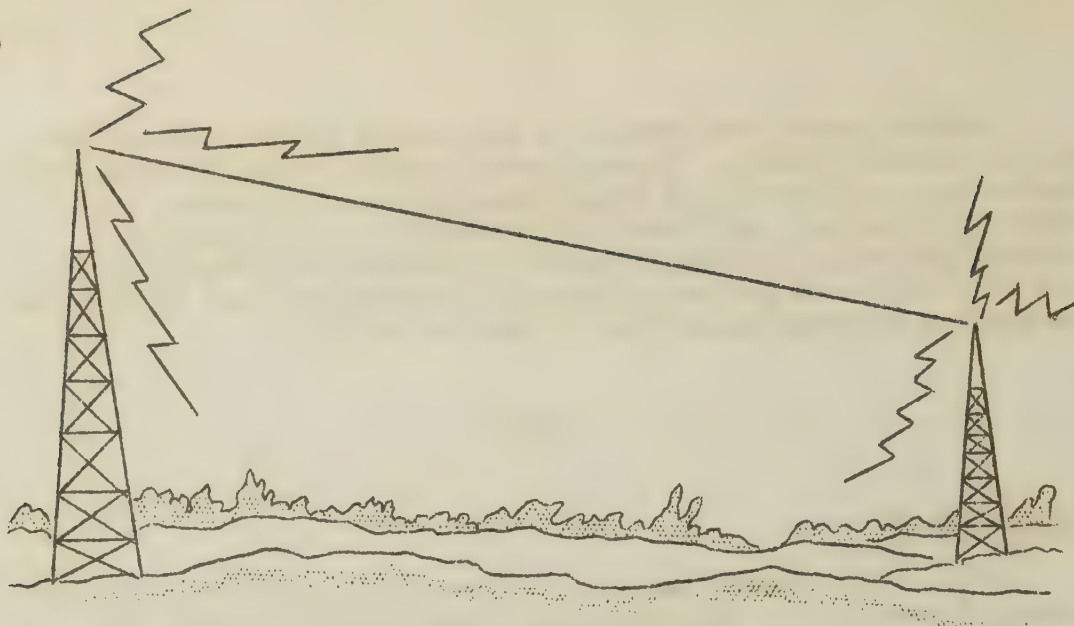
Another recent development at the Center is the appointment of Dr. Ryland W. Crary, internationally known educational research specialist, as director of education. Crary, upon joining the staff in September, will coordinate efforts of the Center in stimulating and evaluating research in educational television and will work with program officials in making National Educational Television programs educationally more effective.

RADIO VS TV

WSUI, State University of Iowa, recently conducted a telephone survey "primarily to establish more concretely the extent that radio listening was subordinate to TV viewing." Although other questions arose during the planning, to which partial answers were forthcoming from the survey, "the primary concern was that of radio vs TV attention -- when do people listen to radio and how much less than to TV."

Student-staff members made 2895 calls during the 14 hour period between 8:00 a.m. and 10:00 p.m., the hours of WSUI operation. Since it was decided that busy signals, "Don't know" and "Refused information" calls should not be used in the final raw figures, the percentage results were based on 2661 calls, or an average of 190.1 calls per hour. Although the size of the sample was not large enough to provide results devoid of rather large statistical error for some of the breakdowns, the gross figures of morning, afternoon and evening listening did have a large enough sample for a relatively high degree of reliability.

The survey revealed that during the morning hours (8:00 a.m. to noon) 47% of the respondents were listening to radio while 53% were viewing television. During the afternoon (noon to 6:00 p.m.) radio claimed 46% and television 54%. Television viewing increased sharply during the evening hours (6:00 p.m. to 10:00 p.m.) with 79% of the sample watching while only 21% were listening to the radio. The survey also revealed that WSUI ranked third among the radio stations as to percentage of listeners, during each time segment.



TV Technical Tips No. 22
by
Cecil S. Bidlack, NAEB TV Engineer

When the May Newsletter was mailed to NAEB members a report was included on the Ampex Video Tape Recorder. At about the time of this mailing, Charles P. Ginsberg, project engineer for the new Ampex machine, prepared a paper which was presented May 2 at the Convention of the Society of Motion Picture and Television Engineers in New York. The paper was presented by Ross H. Snyder and gave a brief history of the project and a discussion of the applications for which it was designed.

Mr. Snyder emphasized that the machine was designed specifically for the purpose of program delay. This explains why it first will be used by CBS and NBC to overcome the 3 hour East-West time difference. The use of video tape for this purpose will result in improved quality of both picture and sound and reduced annual operating costs.

Another point stressed in this paper was the fact that the usefulness of the video tape equipment for other purposes will be determined from the experience gained with the equipment in actual operation by the networks who have purchased prototype models for delivery this summer. Ampex officials caution that too much may be assumed too soon regarding its applications both within and outside the television industry.

The paper states that video tapes may be spliced or edited like audio tape recordings. They will be interchangeable from machine to machine. They can be erased and new material recorded many times. "However, so much of the machinery and electronics are common to both record and play back functions that no substantial cost reduction is in sight for a play back only machine, and indeed no production is planned for equipment solely for play back purposes." (Direct quote from Mr. Ginsberg's paper.)

CBS, NBC, and Ampex will participate in the application experiments. Ampex officials expect that the production models will benefit greatly from these experiments and as a result they are leaving many operational standards open in order to benefit from this trial use. It is hoped that on production models perfect synchronization of picture and program sound may be effected which will greatly facilitate editing.

Ampex officials make no claims that video tape will replace high quality 35 mm film. They state that the best video picture quality is not comparable with good original film. However they do foresee an application in motion picture production. Sequences may be shot simultaneously on film and on tape and the tape immediately played back for review without the delay necessitated by processing. This should result in a considerable monetary saving in motion picture production, although for this application too there are many problems to be solved.

Mr. Snyder stated that a full engineering report, display and demonstration of the Ampex Video Tape Recorder will be presented by Mr. Ginsberg at the Fall Convention of the Society of Motion Picture and Television Engineers which will be held in Los Angeles, October 8-12, 1956.

From reports received from 31 engineers attending, the NAEB Radio and Audio Engineering Seminar was an unqualified success. One of the indications of its success was the desire, expressed by practically all of those present, that future seminars of a similar nature be held annually or at least every two years. Many indicated a willingness to pay their own expenses to future meetings.

The Seminar was made possible by a grant from the W. K. Kellogg Foundation and was May 27 through June 1 at Allerton Park, the conference center of the University of Illinois - in a setting of scenic beauty, far removed from any distractions. Many remarked that Allerton House was an ideal place to hold such a meeting. The group lived, ate, and met together for five days. In this way plenty of opportunity was provided for the exchange of ideas and the sharing of experiences as well as getting acquainted with others in educational radio stations.

Those attending also got better acquainted with NAEB and its many services to members. President Frank Schooley got us off to a good start on Sunday evening. Executive Director Harry Skornia and Network Manager Bob Underwood filled in with other details on Monday. Keith Ketcham, Bob Higgy, Carl Menzer, and John Brugger of the NAEB Engineering Committee were on the program. Other speakers (see June Newsletter) provided authoritative technical information in their respective fields to complete a well rounded program for the week.

Geographically NAEB member stations were represented from Massachusetts to California, Oregon to Florida, and Texas to Minnesota. A high degree of interest was maintained throughout and the participants, as a group, contributed much to the success of the program by their comments and questions directed to the program speakers.

It is hoped that the first Radio and Audio Engineering Seminar is only the beginning of a series of meetings of technical personnel. We hope that some way can be found so that all who apply may attend.

Samuel H. Barbour has been recently appointed Chief Engineer of WHYY-TV of the Metropolitan Philadelphia Educational Radio and Television Corporation. He writes to say that they expect to be on the air on Channel 35 this fall.

July, 1956

President's Page

Dear NAEBSers:

Some people think of June as a vacation month, but I didn't find it so. Lots of things were happening. For example, NAEB held regional meetings in three areas -- V, VI, and IV.

It was my good fortune to attend meetings in Denver and San Francisco, while Skornia made the meeting in Minneapolis. The meetings arranged by Schwarzwald and Adams, our regional directors, were exceedingly good. They had help, too, on the home grounds from Henry Mamet at Denver and from Dick Marsh in San Francisco.

The president had an opportunity to talk shop with all the NAEBSers while attending the meeting, and obviously saw many an ol' friend. It was a wonderful feeling to note the intense interest in educational broadcasting, in the members' concern for the use of radio and television for education.

Incidentally, both Regions V and VI indicated that as of this time they did not wish to have their regions changed by action of the Board or convention. The decisions were reached by unanimous consent, if I recall correctly.

This being the case, the president does NOT now propose that any Regional Division changes be made by the Board of Directors, which was empowered to do so at the last convention.

This doesn't mean that changes can't be made, but chief concern originally came from the Region VI group. Even in two years, opinion has changed. To force a change upon any region is not the desire of the officers, I'm sure.

Let's say that at anytime the subject needs to be reviewed, we'll do it. Meanwhile, there would be no objection to have NAEBSers within one state consider attachment and detachment from a particular region for special cause. If such wishes are expressed, certainly the Board will consider. Until that time comes along, let's drop the subject.

Region VI took another action, and I must say that the president shares the view expressed. It concerns meeting places for our annual convention. Region VI feels that two out of every three years the NAEB annual convention should be held in the heart of the USA, and that means around the Chicago area. Furthermore, when held out of the heart, Region VI members believe that said meetings should rotate from east to south to west to east, so that all sections of the country get a chance on "proximity" every third year. The proposal will be presented to the 1956 convention as an amendment to the by-laws. Region VI

also took up consideration of long-range support of NAEB activities by its members. Discussion on the needs for the future, in terms of financial support, was held although no formal action was taken. This subject, too, may be placed more formally before the 1956 convention.

There were two or three other places that your president got to during June. On the first day of the month, he was returning from Houston where he assisted Dr. John Schwarzwald in commemorating the third anniversary of KUHT-TV.

In the latter part of the month, he attended a meeting of the Joint Council on Educational Television in Washington, and six days later was present for the special luncheon at which announcement of the first project using closed-circuit television throughout an entire public school system was made. The luncheon was sponsored by the Hagerstown, Maryland, Chamber of Commerce and was held in the Lincolnshire School of Hagerstown.

There's lots more to talk about if we just had time, but I imagine you're busy with your vacation, so I won't bore you. Meantime, have fun. Have a pleasant summer.

--Frank E. Schooley

